

Appl. No. 09/818,125

Attorney Docket No. 81747.0191

Amdt. Dated March 30, 2006

Customer No.: 26021

Reply to Final Office Action of January 9, 2005

**REMARKS**

This application has been carefully reviewed in light of the Office Action dated January 9, 2006. Claims 1-23 remain in this application. Claims 1, 16, 22, and 23 are the independent Claims. Claim 16 has been amended. It is believed that no new matter is involved in the amendments or arguments presented herein. Reconsideration and entrance of the amendment in the application are respectfully requested.

**Claim Objection**

Claim 16 was objected to because of an informality. In response, Claim 16 has been amended to address that informality. Reconsideration and withdrawal of the above objection are respectfully requested.

**Art-Based Rejections**

Claims 1-21 were rejected under 35 USC 103(a) over U.S. Patent No. 6,401,074 (Sleeper) in view of U.S. Patent No. 6,430,603 (Hunter); Claims 22-23 were rejected under 103(a) over Hunter in view of Sleeper.

Applicant respectfully traverses the rejections and submits that the claims herein are patentable in light of the clarifying amendments above and the arguments below.

**The Sleeper Reference**

Sleeper is directed to a method and system for displaying and/or broadcasting promotional and informational messages to a customer during a retail transaction. (See, *Sleeper*; Col. 1, lines 5-10). According to Sleeper, an augmented point-of-sales (POS) system including capabilities for real-time displaying and broadcasting of

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commercial information is provided. Each front-end POS is augmented with an auxiliary display for presenting promotional information to a customer during the course of a retail transaction. (*See, Sleeper; Col. 1, lines 51-57*).

### The Hunter Reference

Hunter is directed to a system and method of permitting commercial advertisers to directly send advertisements electronically to the network for display at locations and times selected by the advertisers. (*See, Hunter; Col. 1, 7-18*). According to Hunter, the system includes a network having a plurality of electronic displays. A customer of the system accesses the system via the internet. (*See, Hunter; Col 2, lines 50-66; Col. 2, line 66 – Col. 3, line 6; Fig. 1*).

### The Claims are Patentable Over the Cited References

The present application is generally directed to a system and method for printing advertising information on a receipt issued by a point-of-service (POS) terminal.

As defined by independent Claim 1, a network system has a server system connectable to a client PC via the Internet and to a POS system having a POS terminal device. The POS terminal device has at least a display device and a printing device. The network system includes a first server providing (a) means for storing an application page containing an advertising placement application form, and (b) means for sending the application page containing the application form to the client PC in response to a request from the client PC. A second server, separate from the first server, provides (c) means for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form. A central computer, separate from the first

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and second servers, provides (d) means for distributing specific data in the input information to a POS system in a specified area specified by the client PC. The second server provides (e) control means for controlling printing the advertising placement information on the POS system receiving the distribution.

The applied references do not disclose or suggest the features of present invention as recited by the claims thereof. In particular, Sleeper and hunter do not disclose or suggest, "a central computer, separate from the first and second servers, providing: (d) means for distributing specific data in the input information to a POS system in a specified area specified by the client PC," as required by independent Claim 1.

The Office Action identifies the backroom server (114) of Sleeper as the central computer recited by independent Claim 1. (*See, Office Action; Page 2, 3<sup>rd</sup> line from the bottom - Page 3, line 6*). The Office Action does not assert that the backroom server (114) distributes specific data to a POS system, *in a specified area specified by the client PC*. Sleeper teaches the backroom server often, for example, conducts inventory control for the retail establishment, automated accounting, and, in addition, conducts statistical analysis or dynamic analysis of the flow of retail transactions. But Sleeper is silent regarding the backroom server selectively distributes advertisement information only to POS systems in areas selected by the client PC.

In contrast, the Specification of present invention discloses that the central computer is connected to a plurality of POS systems. (*See, Specification; Fig. 1, Reference element 2*). The Specification further discloses that the central computer distributes advertisement information to one or more POS systems specified by client PC. (*See, Specification; Page 7, lines 24-26*). Sleeper does not teach or suggest that feature of independent Claim 1.

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The ancillary Hunter reference is not seen to remedy the deficiencies of Sleeper. In particular, Hunter does not disclose or suggest a central computer as recited in independent Claim 1, let alone a central computer distributing advertisement information to a or more POS systems specified by client PC.

Accordingly, the applied references do not disclose or suggest the features of independent Claim 1. That claim is thus believed to be allowable over the applied references, and such allowance is respectfully requested.

Independent Claim 23, reciting "a central computer providing: (d) an information distribution managing unit for distributing specific data in the input information to a POS terminal device specified by the client PC," is similarly allowable for at least the same reasons as those discussed in connection with independent Claim 1.

With regard to independent Claims 16 and 22, the applied references do not disclose or suggest, "(e) confirming fee payment with the second server," as required by the claims.

The applied Sleeper reference is silent regarding a second server recited in the claims. The Office Action thus references Hunter for this feature.

The Office Action identifies the Video & Still Image Review & Input (70) of Hunter as the second server recited in independent Claims 16 and 22. (*See, Office Action; Page 3, 9<sup>th</sup> line from the bottom – 3<sup>rd</sup> line from the bottom; Hunter; Fig. 1, Reference element 70*). According to Hunter, the Billing and Report Generation Module (190) produces bills that may be transmitted by phone lines for a debit payment such as a direct bank draft, or other suitable payment mode. (*See, Hunter; Fig. 1, Reference element 190; Col. 4, lines 44-46*). Applicant notes Module (190) is not the same as Video & Still Image Review & Input (70). Hunter is silent

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regarding the Video & Still Image Review & Input (70) confirming fee payment, as required by independent Claims 16 and 22.

Accordingly, the applied references do not disclose or suggest the features of independent Claims 16 and 22. Those claims are thus believed to be allowable over the applied references, and such allowance is respectfully requested.

The remaining claims depend either directly or indirectly from independent Claims 1 and 16, and recite additional features of the invention which are neither disclosed nor fairly suggested by the applied references and are therefore also believed to be in condition for allowance, and such allowance is respectfully requested.

### Conclusion

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Reexamination and reconsideration of the application, as amended, are requested.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at the Los Angeles, California telephone number (213) 337-6809 to discuss the steps necessary for placing the application in condition for allowance.

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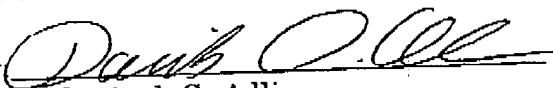
If there are any fees due in connection with the filing of this response, please charge the fees to our Deposit Account No. 50-1314.

Respectfully submitted,

HOGAN & HARTSON L.L.P.

Date: March 30, 2006

By



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